

Message Text

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SUBJ: BRUNSWICK BOWLING LANES OPEN AT MOSCOW'S GORKIY PARK

1. 16-LANE BOWLING ALLEY BUILT BY BRUNSWICH CORPORATION WAS OFFICIALLY OPENED AT MOSCOW'S GORKIY PARK SEPTEMBER 27 BY BRUNSWICK CORP. BOARD CHAIRMAN HANNIGAN AND CHARIMAN OF SOYUZATTRACTION AGAZHANOV. CHARGE ATTENDED CEREMONY AND ROLLED FIRST STRIKE AFTER RIBBON WAS CUT.

2. BRUNSWICK'S EFFORTS SELL ITS BOWLING EQUIPMENT IN USSR DATE BACK TO AUGUST 1971 "ATTRACTION" EXHIBITION, AND COMPANY NATURALLY HOPES THAT FACILITY IN GORKIY PARK WILL BE FIRST OF MANY SUCH CONSTRUCTED IN USSR. MINISTER OF CULTURE FURTSEVA RECEIVED HANNIGAN SEPTEMBER 27, WHICH WOULD INDICATE HIGH-LEVEL SOVIET INTEREST IN THIS PROJECT. OPENING CEREMONIES WERE FILMED BY SOVIET TV CREW WORKING FOR MIKE DOUGLAS SHOW AND WILL BE INCLUDED IN SPECIAL WHICH MIKE DOUGLAS HAS BEEN MAKING IN MOSCOW THIS WEEK. SPECIAL, WHICH WILL BE SHOWN IN U.S. AT END OF OCTOBER OR FIRST PART OF NOVEMBER, WILL INCLUDE
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INTERVIEWS WITH CHARGE AND OTHER EMBOFFS.

3. OPENING CEREMONIES WERE HEAVILY COVERED BY U.S. PRESS CORPS, INCLUDING BOTH WIRE SERVICES. EMBASSY BELIEVES THIS STORY OFFERS GOOD OPPORTUNITIES FOR VOA COVERAGE AS IT INVOLVES INTRODUCTION IN USSR OF SPORT WHICH PARTICULARLY POPULAR IN U.S. FOREIGN TRADE ASPECT COULD ALSO BE CITED. ALTHOUGH THERE IS SMALL FOUR-LANE ALLEY AT ISMAILOVSKIY PARK, BRUNSWICK-SUPPLIED ALLEY IS REALLY FIRST MODERN BOWLING FACILITY IN USSR.
DUBS

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